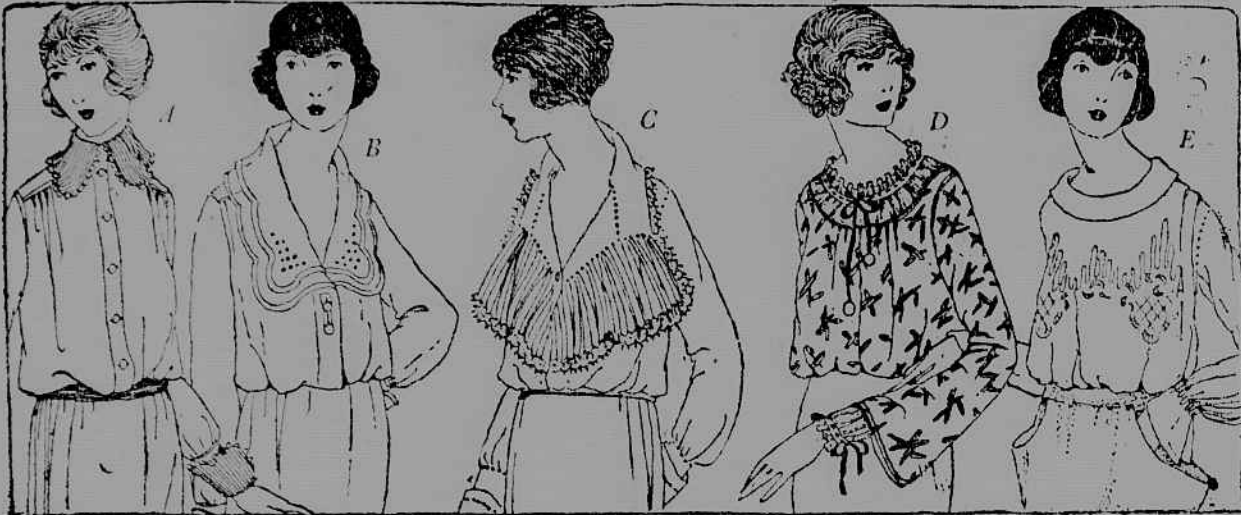


Best Value Attractions are Prices—Quality—Service
Macy's
 Herald Square. 34th to 35th St.
 We Sell Dependable Merchandise at Prices Lower
 Than Any Other Store, but for Cash Only

This event needs no introduction to the women of New York. In these days of unstable prices, it is a triumph to be able to say, "We planned for this sale many months in advance."

The January Sale. of White

Begins Monday, 9:00 A. M.



12,850 blouses, dainty, crisp, soft or frilly

- 79c. White voile, plain or lace trimmed.
 \$1.69. 12 styles; white and novelty voile; some are tailored or frill model effects, others with colored trimmings. Many would sell regularly at \$2.79. Two illustrated, A and C.
 \$2.59. Colored batiste, white batiste, printed voile, all over embroidery, colored organdy; bound button holes, Peter Pan collars. Two illustrated, B and D.
 \$3.59. Colored organdy and white batiste, washable net; prettily designed collars.
 \$4.59. Superior quality Georgette crepe, white, flesh, orchid, hand embroidery, beaded and chenille trimmed. Would sell in regular stock for \$9.74 to \$12.74. Illustrated, E. All-over embroidered nets, round neck and Val. lace trimmed. In the assorted colored blouses may be found flesh, Copenhagen, bisque and rose.

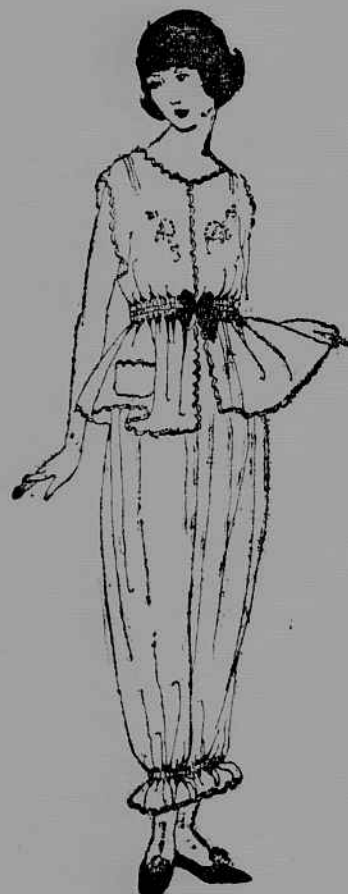
Macy's—Third Floor—34th St.



Corsets and Brassieres

- \$1.59—Corset of fancy batiste, very low bust, raised back; 2 prs. hose supporters.
 \$2.59—Hip confiner of pink brocade, elastic band at waist line, lightly boned. Sizes 21 to 26. Illustrated A.
 69c.—Bandeau brassiere of pink brocade, firm quality; fastens in back. Sizes 34 to 40. Illustrated B.

Macy's—Third Floor, 35th Street.



Pajamas

- \$2.79—One piece pajamas, white nainsook, machine embroidered with white, blue or pink.
 \$3.49—Pajamas of 3 different styles, one of pink batiste has a coat effect; one is lace trimmed and embroidered, another embroidered with lace inserts and ribbon belted. One illustrated.

Macy's—Third Floor, Rear.

There are several styles of corsets and brassieres, fashioned of beautiful and durable material. Each one represents a splendid quality at a very low price.



Corset Covers

- 46c. 276 corset covers, nainsook with convent edge, ribbon run.
 59c. 9 models of corset covers, embroidery and lace trimmed.
 69c. Corset covers trimmed with imported embroidery, dainty laces, medallion inserts.
 94c. 48 different designs of corset covers, machine embroidered, lace trimmed. Some very fine materials, well made with fine embroidery edges. One illustrated, A.
 \$1.39. Corset covers of 26 different designs, trimmed back and front with lace and embroidery. Flesh colored ones have either regulation shoulders or ribbon straps. Two illustrated, B and C.
 We also have a complete assortment of drawers, trimmed with lace and embroidery.
 69c, 94c, \$1.39, \$1.79, \$2.49.

Macy's—Third Floor, Rear.

Envelope Chemises

- 79c.—912 envelope chemises, 3 different styles of nainsook.

- 94c.—100 dozen envelope chemises, 6 different models; ribbon shoulder straps and regulation shoulders; embroidery and lace trimmed.

- \$1.39 — 15 different models of envelope chemises; flesh batiste and white nainsook; lace and embroidery trimmed; white nainsook, machine embroidery. Illustrated, A.

- \$1.79 — 33 different models of envelope chemises. Nainsook, Empire, semi-Empire and straight models; shoulder straps of lace and regulation shoulders; flesh colored novelty mull, inserted Georgette band trimmed with novelty lace. Illustration B.

- Fine nainsook, machine embroidered. Illustration C.

Macy's—Third Floor, Rear.



Combinations, envelope and regular chemises

- \$2.79. More than a dozen designs of envelope chemises; exquisitely lacy. Fancy voile, Calais lace top and ribbon straps. Illustrated D.
 \$2.24. 15 models of envelope chemises. Lace and embroidery trimmed. Empire models with shoulder straps; medallion inserts; one model daintily bodiced with insertion, ribbon trimmed.
 Step-in Envelope Chemise
 \$1.39. Medium weight, regulation shoulder, circular bottom, machine embroidered.
 \$1.79. Seven models of step-in chemises. Trimmed with lace, medallions, machine embroidery. Model illustrated E is of white nainsook, trimmed back and front.

Macy's—Third Floor, Rear.



Nightgowns trimmed with lace or embroidery

- 94c.—426 gowns of nainsook; lace and embroidery trimmed. One illustrated, A.
 \$1.39. Three different designs of flesh batiste, trimmed with hand embroidery, pastel coloring or fancy stitching, as illustrated, B.
 \$1.79. Fourteen different styles of white nainsook, fine quality. Empire and semi-Empire designs. One illustrated, C.
 \$1.79. Four different designs—cotton crepe gowns; plain flesh colored and blue bird crepe; flesh colored, pink and blue embroidery. One illustrated, D.
 \$2.79. Fine quality flesh batiste. Tailored model, flat band of satin bound with ribbon. White nainsook, novelty lace trimmed, machine embroidery. Illustrated, E.
 Other styles of American-made gowns, \$2.49, \$3.79 up to \$12.47.

Macy's—Third Floor—Rear



Children's Clothes

- Nightgowns, trimmed with lace or Hamburg edge, 4 to 6 years, 89c; 8 to 12 years, \$1.29; 14 to 18 years, \$1.49.
 Princess slips, trimmed with lace edge and insertion, 6 yrs., \$1.29; 8 to 12 yrs., \$1.69; 14 to 18 yrs. Illustrated B, \$1.89.
 Drawers, knickerbocker and straight models. Illustrated C, 89c.

Macy's—Third Floor—35th St.—Rear.

The garments in our large assortment of clothes for the kiddies are made of firm, fine materials that will stand many washings and the strain of active little bodies

Bloomer Combinations

- \$1.79—Fourteen different models of nainsook; shoulder straps of lace and insertion. Empire effects with lace trimmed tops; many trimmed in back; lace trimmed ruffles at bottom of bloomers. Two illustrated, F and G.

- \$2.24—Bloomer combinations of nainsook, lace straps and regulation shoulders.

- \$2.79—Beautiful models of bloomer combinations, elaborately trimmed with fine laces and dainty ribbons.

Regular Chemises

- \$1.39—Five different designs of regular chemises; machine embroidered. These closely resemble the French models.

- \$1.79—Skirt chemises of fine batiste, machine embroidered, ribbon shoulder straps. Illustrated H.

- \$2.49—Skirt chemises, daintily machine embroidered and lace trimmed. Illustrated I.

Macy's—Third Floor, Rear



N negligees

- \$3.49—Breakfast coat of dotted Swiss, ruffle and ribbon bows. Illustrated A.
 \$4.24 Negligee of dotted voile, trimmed with lace and ribbon. Illustrated B.

Macy's—Third Floor—34th St.

Store Hours: 9 to 5:30